



# The World Cultural Heritage District

*Imagine the Whole World in a Saint Paul Neighborhood!*

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# **The Vision**

- **ETHNIC RESTAURANTS**

**ETHNIC BUSINESSES**

**ETHNIC ARTS, THEATRE, MUSIC**

- **ETHNIC STREETSCAPES, PAGODAS ETC**

- **MULTIETHNIC NEIGHBORS**

**CULTURAL HERITAGE AND HISTORY**

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## The Area

- **LEXINGTON PARKWAY AND UNIVERSITY AVENUE TO THE STATE CAPITOL,**
- **FROM SELBY AVENUE TO MINNEHAHA AVENUE,**
- **WITH GATEWAYS INTO OTHER ETHNIC NEIGHBORHOODS INTO SAINT PAUL**

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# History

- J J Hill's Pagoda in Saint Paul
- Asian themed University Avenue
- Global Marketplace
- Pan Asian Village
- Pan Asian Community Center
- Irish Community Center
- Somali Community Center
- African American Cultural Corridor
- Udiversity
- I 94 destroying the Rondo Neighborhood...

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# Our Vision Connects

- Our vision connects the various cultural assets into a coherent whole

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# Existing Cultural Assets

- Martin Luther King/Hallie Q Brown Center
- Penumbra Theater
- Walker West Music Academy
- Ramsey Hill neighborhood
- Mississippi Market
- Selby Area CDC
- Selby Area Business Association
- African American Churches

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## Cultural Assets (Contd)

- Center for Hmong Art and Talent
- Asian American Press
- Lao Family Community
- Mai Village and Museum
- Black, Vietnamese, Cambodian, Thai, Latino and other businesses
- Model Cities Inc
- NDC
- Aurora Saint Anthony Development Corp
- District 7 and District 8 Planning Councils
- University United

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# Our Perspective

- Following George Bernard Shaw –
- Some see our proposal and say “Why?”
- We see the realm of possibilities and say
- Why Not?

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## Why Not?

- Capitalize on the cultural assets in the area?
- Build a larger economic base and market that concept that will bring new customers and new investments into the area?
- Invest in a neighborhood with \$70 million dollars in buying power, over 9000 workers and an unemployment rate of 10 % according to the Census 2000.

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## How?

- We seek help of policy organizations like yours to help us realize the vision
- Two-pronged strategy
- First build and strengthen existing cultural assets
- Create a framework for new investments in infrastructure, businesses and developments in the area

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## How?

- Phase 1 – Pre development
- City markets the area as World Cultural Heritage Area Project right away
- Phase 2 – Investment in Infrastructure
  - Street signage, walking kiosks, archways/pagoda entry points into the area, banners

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## Phase 2 Continued

- Map the area for current land use and identify potential sites for development
- Research national models for similar proposals
- Identify funding strategies and partners for long term development in particular how investments in light rail development can be leveraged for this proposal.
- Adopt principles for development in the area in particular the benefit to existing small businesses and residents in the area and local job creation and small ethnic business development
- Investigate the role of STAR cultural and Neighborhood and other city funding sources for infrastructure development
- Develop a visual illustration of what the potential district would look like
- Continue to receive community input into the vision through various mechanisms

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## Phase 2 (Contd)

- Could some of these proposals be integrated into the work of the Central Corridor task force?
- Any suggestions how we could integrate it with the work of the taskforce and take it forward?

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## Phase 3

- Market and continue developments of the World Cultural Heritage District

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# Benefits

- City of Saint Paul
  - Needs to invest in its cultural assets. Other cities like Philadelphia, Las Vegas, Phoenix, and Milwaukee are doing so and doing it with great success
  - For example, if some major ethnic conventions were held in Saint Paul the city would net over 50 million dollars in revenue

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# Benefits

- Residents and Businesses of the proposed Districts
  - Job creation. Area reported 10 percent unemployment rate in the 2000 Census.
  - Expanded consumer base as more visitors come to the area
  - Expanded economic base as new ethnic themed businesses locate in the area

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# Community Input

- Three community meetings
- Requests for input from community groups and business
- District 7 Business Survey
- Other feedback

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# Steering Committee

- Art Weddington
- Nieeta Presley
- Brian McMahon
- Nghi Hyunh
- Veronica Burt
- Martin Mohammed
- Said Bashe
- Va-Megn Thoj
- Melvin Carter III
- VaTou Her
- Kris Graham
- Jackie Stewart
- Chee Lor
- Bruce Corrie
- Policy Officials Participating in Community Meetings/Discussions
  - Councilmember Debbie Montgomery
  - County Commissioner Toni Carter
  - PED staff, Mayor's staff

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## Contact Info

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